

Note for Keane, Denise

From: Taylor, James
Date: Fri, Mar 26, 1993 9:57 AM
Subject: RX Update:
To: Bloom, Steve; Cimine, Diane; Daragan, Karen; DellaCrosse, Fred; Eisen, Karen; Gee, Edward; Han, Vic; Jannetta, Susan; Keane, Denise; Kriz, David; Murphy, Virginia; Piskor, Stephen; Salzman, Michelle; Schneider, Rita; Vasquez, Steve; Walchak, Mark

Hi Everyone:

This note serves to share information by providing the launch team an update re RX and proposes a date for our next group meeting.

We welcome any feedback, thoughts or questions you may have while we are developing against a program which continues to have an unofficial status.

1. RX development in Operations and at the Agency continues at full steam. While we do not have a management decision re launch -- nor a CPC date as yet, we are preparing machinery and advertising communications in the event that management charges us with a "go" decision. RX is being considered with a number of other options by management as part of the strategic planning process. We therefore, are not able to define the absolute status and have been asked to 'get everything ready, as necessary.

Under this scenario, we recommend that we undertake all the actions that are necessary to make this thing go off smoothly as of September this year -- even though that date may in fact be pushed back, or be totally aborted. We would like your feedback re if you feel that is the best way to proceed.

2. Advertising communications were tested via 3 days of one-on-ones in Chicago last week -- and 3 days of focus groups in the LA area this week. Campaign ideas -- which included concepts from "close-in" to Marlboro Country moving outward to "not very close-in" to Marlboro Country themes drew strong reactions. Burnett has identified an 'action theme' which played back well fairly consistently and yet ties back to core image. We'll keep you in touch with developments.

3. Revised timelines are in development. These are being put together by Burnett. We would like your input -- as discussed at our last meeting -- as soon as poss, for each function area if you could make it available. We will then add it to the existing paper and redistribute to the team.

4. We would like to hold the next meeting to coordinate activity and attempt to address some of the issues we identified at the last meeting in mid April. We would like to propose a tentative date of April 14, from 10 to 12/12.30 if everyone is available. Please let us know if this fits your timetable, so that we can firm up on the details.

Please let us know if we can provide any other background. Look forward to getting together on or around the 14th.

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James